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ORGANIZATIONAL WIKI USAGE: A CONCEPTUAL MODEL

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Abstract

A website based on Wiki technology differs from other websites in that content can be created, modified and updated automatically by any user via a web browser. Wiki technology improves upon previous methods of conversational technologies by providing many-to-many communication with current knowledge and history (Wagner 2004). The addition of knowledge representation and maintenance features of Wiki technology enable more effective knowledge sharing (Wagner 2006). We introduce a new model for wiki usage positing that wikis and the Wiki Way can foster collaboration and knowledge sharing given existence of facilitators (Fit of Task and Technology, Effective Motivation, and Effective Training) and absence of deterrents (Cultural Hurdles of Hierarchy, Reluctance to Share Knowledge and Resistance to Change). Our contribution is theoretically informed emphasis on the need to consider both human and technological aspects of the wiki experience. This study marks an important step forward in theoretical understanding of Wiki usage.

Keywords: Wiki Technology, collaboration, conversational technologies, knowledge management, Social Capital Theory, Task-Technology Fit, Technology Acceptance Model